

APRIL/MAY 2023

CSEN56 — CONTENT WRITING

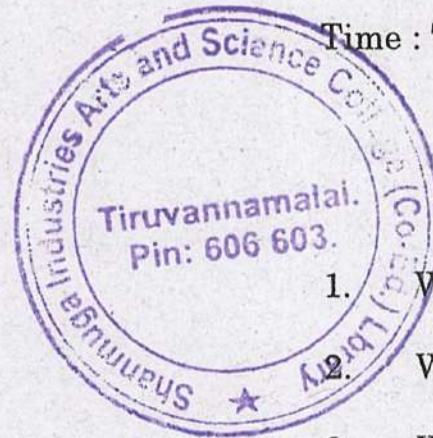
Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What is writing for specific purpose?
2. What are examples of digital writing?
3. What are the best tools for a writer?
4. What skills should write for content writing?
5. What are the four essential content types?
6. Write two basics of layout.
7. What is this social media?
8. Give Four best Social Media Marketing Tools.
9. What are three types of short films?
10. What is social advertisement?



SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Write a short note on the nuances of technical writing.

Or

- (b) Explain digital age writings.

12. (a) What are the techniques used in content writing and explain them in short?

Or

- (b) Describe Grammarly.

13. (a) Write the objectives of Mobile Advertising.

Or

- (b) Write ten steps to improve Descriptive writing style.

14. (a) Give a short note on demerits of Social media.

Or

- (b) Explain the importance of blogs.

15. (a) Write any easy tips for Effective Content Writing.

Or

- (b) What are ways to improve a good commercial writing?

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Write an essay on Publication Platforms.

17. Describe Tools, Tips, and Techniques.

18. Explain the importance of Category of Ads.

19. Give a detailed explanation on Social media tools.

20. Write the techniques of short film.

